

**Environment & Regeneration  
Municipal Offices, 222 Upper Street, London N1 1YA**

<b>Report of: Executive Member for Customer Focus</b>
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Meeting of:	Date:	Agenda item	Ward(s)
Executive	5 October 2006	<b>E3</b>	All

Non-Exempt	
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<b>NB – The Appendix has been circulated in hard copy format to Members of the Executive only. It is available on the Council’s internet site at <a href="http://www.islington.gov.uk/Democracy">www.islington.gov.uk/Democracy</a> or by phoning (020) 7527 3005.</b>
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**SUBJECT: A PHYSICAL ACTIVITY STRATEGY FOR ISLINGTON**

**1. Synopsis**

- 1.1 Physical activity is increasingly being recognised as a key factor in improving and maintaining good health. An increasing number of targets and performance indicators are therefore being set by national and local bodies including new KPIs as part of the CPA ‘culture block’.
- 1.2 The Pro-Active partnership was established in response to this and represents a wide range of Islington organisations including Council organisations, health services and the voluntary sector.
- 1.3 A key action of the partnership has been to produce a unified Physical Activity Strategy. It sets out the benefits of physical activity, the current government and health services frameworks and an analysis of the situation in Islington. It also sets out a single agreed set of targets for the partnership.
- 1.4 The Physical Activity Strategy includes ten key objectives agreed by the partnership. These are being used for the development of a detailed Action Plan which currently being finalised. The Strategy and the Action Plan together, aim to ensure that all sections of the Islington community will benefit, especially those at highest risk of ill health. This is in line with the Council’s One Islington vision. In response to the Council’s priority of ‘Listening to Islington’ the strategy has been subject to detailed consultation and this is set out in the report.

**2. Recommendation**

- 2.1 To note the work of the Pro-Active Partnership and to endorse the Physical Activity Strategy, set out in the appendix to this report.

### **3. Background**

- 3.1 The Pro-Active partnership was formed in response to the increasing emphasis on the importance of physical activity to health, and the requirement to increase levels of physical activity. It set out to develop a unified response to the challenges this presented.
- 3.2 The Core Group of the partnership includes representatives from the PCT, local physiotherapy services, Arsenal, AquaTerra Trust, Access to Sport, IPA, IVAC, CEA and Sport England. The Council is represented by its Youth Services, Sustainable Transport Section, Leisure Services and School Sports Co-ordinators. The Group is chaired by AD Greenspace and Leisure. A wider forum incorporating all voluntary sector clubs and organisations meets a minimum of twice a year.
- 3.3 The partnership has demonstrated early success by attracting funding from a number of sources including the prestigious ASA 'Everyday Swim' award. Sport England has cited Pro Active as a model of good practice in the formation of local partnerships.
- 3.4 The partnership identified the production of a joint physical activity strategy as its key initial task. Contributions were received from all participating groups who also took part in a half day workshop. The resulting draft document, the subject of an extensive consultation process, was circulated to all relevant organisations in the Borough and discussed at a public meeting. Copies of the report were also available for comment at the recent successful Health and Sports Festival at Highbury Fields, which formed part of the nationwide 'Summer of Sport' and also served as the formal launch of the partnership.
- 3.5 The Physical Activity Strategy sets the overall framework of our joint approach. It is important to note that this is the first of two related documents. It will be supported by a detailed Action Plan setting out the actions to be undertaken by all the partners including lead responsibilities and timeframes. Work on the Action Plan is well advanced and is the subject of its own consultation process. A final version is expected in October.
- 3.6 As a partnership document the strategy will go to the PCT Board and is being submitted to the ISP and to Islington Council's Executive for endorsement.

### **4. Discussion**

- 4.1 The final version of the strategy will be produced in printed form. It will be available to the general public but the primary audience is the large number of people working in this field in both the statutory and voluntary sectors.
- 4.2 The Physical Activity Strategy sets out the benefits of physical activity, which are regarded as significant for physical, mental and social health. It also analyses the current situation in Islington in terms of population trends, health trends (including obesity levels) and available statistics on physical activity levels.
- 4.3 There are a plethora of national and local targets being set for physical activity levels. The strategy summarises these but focuses primarily on the indicators that will form part of the new CPA culture block and which have already been

incorporated into the Local Area Agreement. These have been adopted as partnership targets and will be of increasing importance to the Council. These include:

- Children and Young People – “By 2010 100% of pupils in each year group to participate in at least 2 hours of high quality PE and out of hours sport in a typical week.”
- Adults – “To increase the number of adults who take part in thirty minutes of moderate activity on five days a week by 1% a year.”
- Older People – “To increase the number of older people taking part in the Borough’s ‘Everactive’ programme by at least 1% per year.”
- Facilities – “100% of Islington residents to be within 20 minutes by foot from a range of three different sports facilities of which at least one has achieved a quality assured status.”

4.4 Achieving a number of these targets will require a substantial effort across the council and partners. Increasing the number of adults engaged in moderate activity by 1% per annum would mean, on the basis of the current population, about 1,000 adults a year who are currently inactive. This may appear at one level a relatively small number of people but it would mean bucking the current trends in activity levels and will require a range of interventions and incentives to target different demographic groups. All of the targets can be re-assessed in future years on the basis of experience and could be re-framed in a revision of the local area agreement if the partners consider that more ambitious targets can be achieved.

4.5 The strategy addresses both physical **activity** (in the sense of very modest movement and more intensive activity that has health enhancing attributes, such as brisk walking) and **exercise** (which has the specific aim of improving fitness and which includes organised sport). As such it is concerned with actions which can encourage (or remove barriers to) people to undertake incremental steps in increasing their levels of activity, not simply enhancing the levels of fitness of those already engaged in more developed forms of exercise. Understanding what can help beginners to undertake some activity will be a substantial element of the action plan to deliver the strategy.

4.6 In order to achieve these targets the Strategy embraces ten objectives which are being used to frame the Action Plan. These are:

- Promoting a Strategic Approach
- Providing First Class Facilities
- Promoting Community Participation
- Planning for Children and Young People
- Working with schools
- Enabling an Active Community
- Promoting the Healthy Workplace
- Tackling Ill Health
- Planning for Older People
- Sports Development and the Olympic Opportunity.

## 5. Implications

### 5.1 Financial Implications

Any actions included in the Action Plan will be cost neutral or contingent upon the

